What is claimed is:

1. A recording material in which an ink receiving layer containing at least a resin and a pigment is provided on a substrate characterized in that the ink receiving layer is porous, apparent density thereof is 0.2 to 0.8 g/cm^3 and heat conductivity of the ink receiving layer and the substrate is 0.1 to 0.25 W/m·K.

2. A recording material of claim 1, wherein center line average roughness of the ink receiving layer surface is 0.20 to 0.45 μm.

3. A recording material of claim 1, wherein the average pore diameter of the surface layer of the ink receiving layer is 0.05 to 1 μm.

4. A recording material of claim 1, wherein statical coefficient of friction observed between the ink receiving layer surface and the recording material back surface is 0.1 to 0.7, dynamical coefficient of friction observed between the same two surfaces is 0.1 to 0.6 and the stiffness of the recording material in the longitudinal direction thereof is 40 to 300 cm^3 when measured according to JIS P 8143.

5. A recording material of claim 1, wherein the average pore diameter of the surface layer of the ink receiving layer is 0.05 to 1 μm, statical coefficient of friction observed between the ink receiving layer surface and the recording material back surface is 0.1 to 0.7, dynamical coefficient of friction observed between the same two

surfaces is 0.1 to 0.6 and the stiffness of the recording material in the longitudinal direction thereof is 40 to 300 cm^3 when measured according to JIS P 8143.

6. A recording material of claim 2, wherein the average pore diameter of the surface layer of the ink receiving layer is 0.05 to 1 μm.

7. A recording material of claim 2, wherein statical coefficient of friction observed between the ink receiving layer surface and the recording material back surface is 0.1 to 0.7, dynamical coefficient of friction observed between the same two surfaces is 0.1 to 0.6 and the stiffness of the recording material in the longitudinal direction thereof is 40 to 300 cm^3 when measured according to JIS P 8143.

8. A recording material of claim 2, wherein the average pore diameter of the surface layer of the ink receiving layer is 0.05 to 1 μm, statical coefficient of friction observed between the ink receiving layer surface and the recording material back surface is 0.1 to 0.7, dynamical coefficient of friction observed between the same two surfaces is 0.1 to 0.6 and the stiffness of the recording material in the longitudinal direction thereof is 40 to 300 cm^3 when measured according to JIS P 8143.

9. A recording material in which an ink receiving layer containing at least a resin and a pigment is provided on a substrate characterized in that the ink receiving layer is porous, apparent density thereof is 0.2 to 0.8 g/cm^3 and

center line average roughness of the ink receiving layer surface is 0.20 to 0.45 μm.

10. A recording material of claim 9, wherein the average pore diameter of the surface layer of the ink receiving layer is 0.05 to 1 μm.

11. A recording material of claim 9, wherein statical coefficient of friction observed between the ink receiving layer surface and the recording material back surface is 0.1 to 0.7, dynamical coefficient of friction observed between the same two surfaces is 0.1 to 0.6 and the stiffness of the recording material in the longitudinal direction thereof is 40 to 300 cm^3 when measured according to JIS P 8143.

12. A recording material of claim 9, wherein the average pore diameter of the surface layer of the ink receiving layer is 0.05 to 1 μm, statical coefficient of friction observed between the ink receiving layer surface and the recording material back surface is 0.1 to 0.7, dynamical coefficient of friction observed between the same two surfaces is 0.1 to 0.6 and the stiffness of the recording material in the longitudinal direction thereof is 40 to 300 cm^3 when measured according to JIS P 8143.